

Magazine: FLYING
Issue: 1/00/83

Total Pages: 86

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		WINSTON		
		# 448 pg13C		

TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$20,411

PRINTED IN U.S.A.

A.C. ONE BUSINESS FORMS, INC., HO.

2040702790

Magazine: FLYING
Issue: 2/00/83

Total Pages: 106

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		VANTAGE+ULTRA # 411 pg:4-5	SP	
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		CAMEL L+CAMEL # 321 pg:38-39	SP	
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MARLBORO # 854 pg:49	9			OPP: "RATTLE AND ROLL".
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		WINSTON # 448 pg:103		
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TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$108,670

2040702791

Magazine: FLYING

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Total Pages: 98

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON+100 # 449 pg14-5	SP	
MERIT+M # 605 pg126-27	7		SP	
			N/B	
		CAMEL L+CAMEL # 278 pg135		
		VANTAGE+ULTRA # 415 pg13C		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$102,181

2040702792

Magazine: FLYING
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PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON L+100L # 188 pg:4-5	SP	
MARLBORO+100 # 870 pg:10	4			OFF: "REPORTING POINTS".
		VANTAGE+ULTRA # 415 pg:33		
		CAMEL L # 224 pg:97		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$90,559

2040702793

Magazine: FLYING
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PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		WINSTON+100 # 449 pg14-5	SP	
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		VANTAGE+ULTRA # 419 pg26-27	SP	
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MERIT+M # 612 pg35	7			OFF: "MATURITY".
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			N/B	
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		CAMEL L # 338 pg13C		
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TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$109,322

2040702794

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PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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CAMEL				
# 272 pg:4-5				

SP

VANT M+100M				
# 103 pg:27				

WINSTON L+100L				
# 188 pg:34-35				

SP

MARLBORO+100	7			
# 876 pg:43				

OFF: "WARRIOR".

PLAYERS+M	30			
# 114 pg:74-75				

SP

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$144,893

2040702795

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PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

WINSTON L+UL
191 pg16-7

SP

CAMEL
271 pg125

PLAYERS+M
126 pg133

7

OPP: "PROGRESS",

MERIT+M
619 pg156-57

22

SP

N/B

VANTAGE+ULTRA
420 pg13C

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$125,788

2040702796

Magazine: FLYING
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PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

		CAMEL L+CAMEL # 378 pg:5		
PLAYERS 100+M # 103 pg:28-29	9		SP	STAPLED CARD
MARLBORO+100 # 878 pg:41	9			OPP: "WELL-ROUNDED ROBIN". STAPLED CARD
		VANTAGE+100 # 425 pg:63		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$90,559

2040702797

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Total Pages: 96

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+85M # 114 pg:6	25			OPP: "FLYING MAIL" & 1/3 BW AD.
		WINSTON # 450 pg:32		
		VANT M+100M # 103 pg:62		
		CAMEL L # 387 pg:30		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$74,747

2040702798

Magazine: FLYING
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PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		VANTAGE+ULTRA		
		# 428 pg15		

MARLBORO	149			OFF: "JAM SESSION".
# 907 pg155				

TOTAL CIGARETTE ADS = 2	TOTAL ADVERTISING =	\$36,224
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2040702799

Magazine: FLYING
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PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		VANTAGE+100 # 427 pg15		
		WINSTON # 454 pg135		
		CAMEL L # 441 pg188		
PLAYERS 100+M # 121 pg130	38			OPP: "I LEARNED..." STAPLED CARD

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$74,747

2040702800

Magazine: FLYING
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PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		WINSTON L		
		\$ 194 pg:6		

		CAMEL		
		\$ 284 pg:33		

MARLBORO:100	13			OPP: "THE ULTIMATE SINGLE".
\$ 926 pg:47				

		VANTAGE+ULTRA		
		\$ 428 pg:77		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$72,448

2040702801